

Research on the Development of Heilongjiang Ice and Snow Sports Industry Chain Based on Ice and Snow Cultural Resources

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ABSTRACT. With the improvement of Chinese people's consumption ability and the shift of attitude towards sports, as well as the successful bid for the Beijing Winter Olympics, ice and snow sports project has set off an upsurge in China. The ice and snow sports culture industry has taken shape, developed rapidly, and achieved certain economic benefits. Heilongjiang Province is rich in ice and snow resources, however, from the actual situation of ice and snow sports development, Heilongjiang's ice and snow sports development are obviously insufficient. Ice and snow sports industry is an important industry category in the process of economic globalization. Promoting ice and snow sports industry as a pillar industry of regional economy is an inevitable trend in the reform and development of ice and snow sports. Based on the cultural resources of ice and snow and the history of Heilongjiang province, this paper analyzes the tourism resources of ice and snow sports and their characteristics in order to promote better development of the industrial chain of ice and snow sports in Heilongjiang province.

KEYWORDS: Ice and snow culture, Heilongjiang, Ice and snow sports, Industrial chain

1. Introduction

With the prosperity and development of the market economy, people's demand for ice and snow cultural tourism is increasing. Therefore, the ice and snow movement has set off a climax in our country. Ice and snow sports tourism has developed rapidly in meeting the needs of people's life and entertainment. It trains participants' bodies with the attributes of sports and makes them healthy. In the form of tourism, it enriches the spirit of participants and makes them happy [1]. What kind of chain position does Heilongjiang ice snow sports industry occupy in the world ice and snow sports industry chain, and how Heilongjiang province exerts its regional advantages to strive for the upgrading and optimization of the ice and snow sports industry chain have become the focus and hot spot of academic research. Compared with China's huge population, the number of people participating in ice and snow sports is very small and the value created is negligible [2]. Therefore, it is necessary to formulate appropriate development strategies to improve the development speed of today's ice and snow culture in Heilongjiang Province.

2. Basic Connotation of Ice and Snow Sports Industry Chain

Heilongjiang Province is the northernmost and highest latitude province in China, and its natural resources are very suitable for the development of ice and snow sports tourism. Heilongjiang Province and Russia both have very unique natural conditions for the development of ice and snow sports, i.e. rich ice and snow resources, which is extremely necessary for the development of ice and snow sports. Only by digging out Heilongjiang's excellent historical and cultural resources, especially the characteristics of the northern ethnic minorities that have multiplied in Heilongjiang for generations and have profound communication with ice and snow, and injecting and increasing the content of folk culture and foreign culture can Heilongjiang's ice and snow culture industry maintain its original leading position [3]. The formation of the industrial chain is helpful to promote the economic growth of enterprises in the whole industrial chain region, and to promote the rapid development of enterprises in the industrial chain, thus forming a virtuous circle and further enhancing the competitiveness of the industrial chain itself. China's sports culture is the concentrated embodiment of people's spiritual activities in the field of sports culture. Its industrial chain is a secondary consumer product formed according to the leading industry of sports culture, giving sports and other products cultural vitality [4]. With ice and snow sports competition as the leading factor, a complete and rich ice and snow cultural industry will be built, thus strengthening Heilongjiang province's tourism appeal and promoting the unity of economic and social benefits.

3. Development Status of Ice and Snow Sports Industry Chain in Heilongjiang Province

3.1 The Core Competitiveness of Pillar Industries is Not Strong

Heilongjiang region has favorable conditions for developing industries mainly based on ice and snow resources by virtue of its advantageous natural conditions. The emergence of these industrial clusters has greatly changed the industrial structure of Heilongjiang Province. The industry with the greatest development prospect and appreciation space among Heilongjiang's service industries is the ice and snow industry. However, in recent years, Jilin, Liaoning, Xinjiang and other provinces have also gradually strengthened the construction of ice and snow culture, making the construction of ice and snow culture in Heilongjiang province face new challenges [5]. Without relying on local conditions and customs to create a unique tourism culture, the industrial structure of ice and snow sports culture tourism is not rigorous, and tourism development has encountered difficulties. Under the background of economic globalization, how does the construction of ice and snow sports industry chain have a significant impact on the development of ice and snow sports industry in Heilongjiang province? Nationwide, Heilongjiang Province's development of ice and snow tourism industry has the characteristics of early development, large scale development, high visibility and so on. Heilongjiang's ski industry is facing marginalization. Opportunities and challenges coexist. Skiing industry, the pillar industry of Heilongjiang's ice and snow industry, should give full play to its own advantages and unite with ice and snow enterprises to form a joint force to enhance its competitiveness.

3.2 Lack of Ice and Snow Sports Teaching Training

Most sports institutes and professional training institutions only teach students professional sports skills, and most students know little about the perfection and management of the ice and snow industry structure. The comprehensive training of students' ice and snow sports ability and skills in schools will ensure the future development of ice and snow sports culture industry in Heilongjiang Province. The development method of the ice and snow sports industry is the focus of its attention. It will vigorously promote and develop the ice and snow sports service industry market so as to make it take up more proportion in the market and develop popular ice and snow sports suitable for everyone to exercise according to the market demand. Taking the ice and snow tourism industry as an example, the initial development of ice and snow tourism resources can no longer meet the needs of current tourism consumers. At the present stage, only skiing is developing vigorously among the ice and snow sports in Heilongjiang province, lacking the development of some sports combined with traditional sports culture, especially those with local folk culture characteristics [6]. Policymakers pay too much attention to vested interests while ignoring the potential business opportunities and giving up long-term interests, which is bound to cause great difficulty to the optimization development of Heilongjiang Province's entire ice and snow sports industry chain.

3.3 The Concept Consciousness Dislocation, the Development Direction Deviation

For a long time, the infrastructure construction of ice and snow sports in Heilongjiang province is relatively weak, and Heilongjiang region lacks the ability and experience to host major sports events. In order to develop ice and snow sports in Heilongjiang province faster and more steadily, in addition to continuously improving the level of competitive sports, it is also necessary to build an ice and snow sports industry chain based on the advantages of ice and snow resources. In contrast, the development of Heilongjiang's tourism industry can only be regarded as a subsidiary of industry and agriculture, with neither policy inclination nor scientific development ideas. The ice and snow industry is a good opportunity for Heilongjiang Province, which can use its own advantages to improve the economic development speed of the province. In fact, the ice and snow sports industry chain is in a region with ice and snow events and ice and snow culture, with competitive enterprises in the ice and snow culture industry as the center and coordinated development with enterprises in related industries. The government has drawn up plans to attract foreign investment and improve the ice and snow culture industry chain of the whole city. Therefore, under the strong support of laws and policies, the ice and snow industry structure will be expanded to the greatest extent and various types of resources will be enriched, thus maximizing the benefits of the entire industrial chain.

4. Development Strategy of Heilongjiang Ice and Snow Sports Industry Based on Ice and Snow Cultural Resources

4.1 Integration of Ice and Snow Sports Industry Value Chain At Government Level

The local government should make reference to the sports industry policy to formulate the corresponding macro-

control mechanism, introduce relevant supporting policies for the ice and snow sports industry, and encourage relevant folk people to invest in the ice and snow sports industry. Under the background of the transformation of government functions, the relevant departments should not be allowed to die or let it go, and make overall plans for the province's sports, ice and snow tourism industry while providing efficient services. In view of this, Heilongjiang Province should also pay attention to multi-field, multi-level and multi-dimensional comprehensive development in the construction of ice and snow sports industry, and absorb resources from sports facilities, clothing, diet, accommodation and other aspects. Heilongjiang Province should not only seize the opportunity and take advantage of the situation to develop the ice and snow economy vigorously, but also build a strong ice and snow sports industry chain with the advantage of ice and snow, so as to make the ice and snow sports industry better, better, bigger and stronger. Therefore, the state should encourage Heilongjiang province to set up some ice and snow sports product manufacturing enterprises to specially build ice and snow sports products with Heilongjiang skiing characteristics to promote the economic development of Heilongjiang province. Digging up the connotation to create the lasting charm of Heilongjiang province's ice and snow cultural industry, developing pillar industries mainly based on ice and snow tourism, expanding the extension and regional integration to promote development [7].

4.2 Accelerating the Linkage Effect of the Industrial Chain

With the economic growth and the formation of the ice and snow sports industry chain, the ice and snow sports industry has begun to take shape, providing more convenient conditions for the broad masses of people to participate in ice and snow sports. The management of the government should first investigate and analyze the ice and snow sports market, focusing on the research and cultivation of the ice and snow performance market, the ice and snow sports competition market, the ice and snow sports goods market and the ice and snow sports fitness and entertainment market. Relying on the high degree of integration between products and taking the technology of products as the main carrier, the individual advantages of a region can be transformed into the advantages of each chain in the whole region, thus increasing the core competitive strength of the whole industrial chain. At the same time of doing a good job of public opinion propaganda, the enthusiasm of the people will be fully mobilized, so that the whole province will form a strong force under the correct leadership of the government and create a good tourism environment. Therefore, in order to develop the sports industry in Heilongjiang Province, it is necessary to use the influence of the brand to publicize the sports culture. Through various organizations such as ice and snow industry associations, a dialogue platform has been set up for communication within and outside Heilongjiang Province to realize dialogue between enterprises and between government and enterprises. Therefore, in order to realize the industrialization of Heilongjiang ice and snow sports in the future, we must strive to enhance the strength of ice and snow sports, enhance the core competitive strength of ice and snow sports from different levels and angles, and promote the industrialization development of Heilongjiang ice and snow sports.

4.3 Establishment of Heilongjiang Ice and Snow Sports Industry Development Planning System

In order to carry out industrial planning with ice and snow resources, Heilongjiang must reform the old and innovate, and promote the optimization and upgrading of sports industry. To make Heilongjiang's ice and snow sports industry chain bigger and stronger, we must adhere to the principle of "taking ice and snow as the medium and culture as the soul" and combine ice and snow tourism resources closely with cultural resources such as ice and snow art, folk culture, sports culture and regional culture to realize the large-scale management of the ice and snow industry. According to the actual situation, some innovative industrial management talents should be introduced to promote and ensure the orderly and healthy development of Heilongjiang ice and snow sports industry. The development of the ice and snow sports industry has provided people with more ice and snow sports products and services, and promoted the national fitness project to be better carried out in an all-round way [8]. Create special ice and snow tourism activities, improve the entire industrial chain, and establish the scale and brand of ice and snow tourism. We will promote the marketization and scale-up of the ice and snow industry so that ice and snow tourism will truly become an important industry for Heilongjiang to stimulate local economic growth.

4.4 Highlight Local Characteristics and Form Regional Brands

Heilongjiang Province should strengthen the cultural appeal of "White Mountain and Black Water" in the development of ice and snow sports tourism to form distinctive folk tourism characteristics and highlight strong local and national characteristics. The optimization and integration of the sports industry chain provide intellectual support for the development of the sports industry. With the development of the industry, the guarantee of products and the provision of consumption, people's exercise enthusiasm will be improved, their spare time life will be rich and colorful, and their life taste will be improved [9]. Can use to carry out large-scale ice and snow events to open awareness, the establishment of ice and snow tourism city; Develop new ice and snow sports products for sale to tourists. Strengthen

the integration with the tourism industry to create unique brand works of ice and snow tourism+sports, such as skiing and skating, to attract more people to participate in ice and snow sports activities. Research and development of new ice and snow sports products, make great efforts in the development of ski equipment, and expand the scale of the ice and snow sports products manufacturing industry; With tourism as the core, research and formulate brand strategies suitable for its development, and carry out directional construction and cultivation, so that Heilongjiang ice and snow sports industry can have a symbolic brand culture and have more vigorous vitality.

5. Conclusion

Heilongjiang Province has the unique advantages of ice and snow resources, with a long history of ice and snow sports, complete winter sports facilities, and the ice and snow sports industry cluster has begun to take shape. After more than 20 years of careful operation, ice and snow activities have developed into an ice and snow cultural industry chain integrating ice and snow art, ice and snow economy and trade, ice and snow sports, ice and snow tourism and ice and snow entertainment. The development of the ice and snow sports industry chain in Heilongjiang Province is still a long and arduous process. Facing numerous challenges at home and abroad, it is necessary to continuously innovate, strengthen advantages and create famous brands. This requires the government and relevant enterprises to grasp this advantage, focus on creating and building core competitive markets and products, and use innovative models to extend the industrial value chain to promote the healthy and sustainable development of Heilongjiang ice and snow sports industry.

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